copolymer), 56.5 wt-% Escorene UL 15019 CC (ethylene vinyl acetate copolymer), 18.7 wt-% Escorez 5000 (DCPD tackifying resins), 0.4 wt-% Irganox 1010 FF, 0.2 wt-% Irganox 1076 FF, Irganox PS800 FL, 10 wt-% Kristalex F100 (alpha methyl styrene tackifying resin) and 10 wt-% Lotryl 35 BA 320 (ethylene n-butyl acrylate copolymer). The hot melt adhesive had a Ring & Ball Softening Point of 95°C and a Brookfield viscosity of 20,000 mPas at 175°C. The hot melt adhesive was coated onto 12 micron orientated polypropylene film (OPP) with the non-contact coating method, as previously described, at a coat weight of 8 g/m^2. The adhesive OPP was then contacted and bonded to printed paperstock. The same film and printed paperstock were also laminated with a waterbase adhesive using conventional application techniques. The gloss of the samples was measured with a BYK-Chemie Tri-Gloss Multi-Angle Reflectometer according to ASTM D-523 employing a 20° angle. The gloss values were as follows:

	Example 9 Medium Grey	Example 10 Off-White	Example 11 Light Blue
Paper – no film/ no adhesive	5.3	7.0	5.5
Paper/Film – no adhesive	8.8	12.0	27.2
Waterbase Adhesive	42.9	41.2	48.5
Hot Melt Adhesive	63.6	73.4	64

Gloss is a measure of the capacity of a surface to reflect light in a mirror-like manner. The light is reflected at an equal but opposite angle as the angle of

incidence. Accordingly, in the case of laminations having a transparent film, the gloss value is dependent to some extent on the color of the printed paperstock. Dark colors tend to absorb light, resulting in lower gloss values in comparison to lighter color. In general, however, it is evident from the test results that the adhesive contributes significantly to the overall gloss. Further, the hot melt adhesive is amenable to higher gloss measurements in comparison to the water base adhesive. The improvement is gloss ranges from about 10% to in excess of 75%, depending on the color of the printed paper stock.

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Additional laminations of transparent film and printed paper were prepared with other substrates. Examples 12 and 13 employ a 135 g/m^2 printed carton stock for the production of an automobile poster. The adhesive composition and application technique of the present invention advantageously produces high gloss values for black print. Examples 14 and 15 employ a blue ink that tends to be bleached by conventional water borne acrylic laminating emulsions. Example 16 represents a laminant for use as a magazine cover in which a 120 g/m^2 printed carton stock was laminated to a 8 micron PET film with 10 g/m^2 of the adhesive. Example 17 represents a digital print lamination. Digital printing is produced by precipitating ink powder onto paper, similar to a copying machine. The gloss results for each of these examples are as follows:

	Printed Paper	Paper/Film	Paper/Adhesive/Film
Example 12 Light gray	1.4	37.2	59.2
Example 13 Black	5.3	23.4	60.1
Example 14 Light Blue	1.4	9.1	65.5
Example 15 Dark Blue	4.1	63.1	78.9
Example 16 Medium Blue	N/T	N/T	36.6